

Application No. 09849621(Docket: DT.0102)
37 CFR 1.111 Amendment dated 06/21/2006
Reply to Office Action of 03/21/2006

AMENDMENTS TO THE CLAIMS

Please cancel claims 1-18, 28-29, and 32-35 without prejudice. Kindly amend claim 19 as shown in the following listing of claims. The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (Cancelled)
10. (Cancelled)
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Cancelled)
15. (Cancelled)
16. (Cancelled)
17. (Cancelled)
18. (Cancelled)

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19. (Currently Amended) A method for optimizing a promotion plan for merchandising products, comprising:
- utilizing a computer-based scenario/results processor within an optimization server to present a sequence of data entry templates to a user, whereby the user specifies an optimization scenario, wherein said utilizing comprises:
 - first providing a promotion event configuration template, for prescribing the potential promotion events;
 - second providing a supplier offer configuration template, for prescribing the potential supplier offers; and
 - third providing a promotion scenario configuration template, for associating the potential promotion events to the products, wherein said third providing comprises:
 - specifying a forward buy method;
 - enabling/disabling certain ones of the potential supplier offers;
 - adding rules and constraints to the optimization scenario; and
 - indicating store merchandising capacities;
 - within the optimization server, modeling the relationship between potential prices of the products and market demand for the products, wherein the potential prices correspond to potential promotion events and potential supplier offers;
 - within the optimization server, estimating demand chain costs for the products according to the modeled market demand, wherein the demand chain costs include fixed and variable costs for the products;

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within the optimization server, employing the market demand and the demand chain costs to determine optimum promotion events and optimum supplier offers, wherein the optimum promotion events and optimum supplier offers maximize a merchandising performance figure of merit according to the optimization scenario; and

generating a plurality of optimization results templates and providing these templates to the user, wherein the optimum promotion events and optimum supplier offers are presented.

20. (Original) The method as recited in claim 19, wherein said utilizing comprises:
acquiring data corresponding to the optimization scenario from the user; and
formatting the data into a format suitable for performing a promotion plan optimization according to the optimization scenario.
21. (Original) The method as recited in claim 20, wherein said acquiring comprises:
obtaining the data from the user over a data network that employs a packet-switched protocol.
22. (Original) The method as recited in claim 21, wherein said acquiring further comprises:
employing TCP/IP protocol to obtain the data over the Internet.
23. (Original) The method as recited in claim 20, wherein the data is interactively provided by the user.
24. (Original) The method as recited in claim 20, wherein the data is acquired from a source electronic file that is designated by the user.
25. (Original) The method as recited in claim 19, wherein the data entry templates and the optimization results templates are generated in hypertext markup language (HTML).

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26. (Original) The method as recited in claim 19, wherein the data entry templates and the optimization results templates are generated in extensible markup language (XML).
27. (Previously Presented) The method as recited in claim 19, wherein the data entry templates and the optimization results templates are generated as applets.
28. (Cancelled)
29. (Cancelled)
30. (Original) The method as recited in claim 19, wherein said utilizing comprises:
providing an optimization template, for specifying a promotion scenario and a time period for which the optimum promotion plan is to be determined.
31. (Original) The method as recited in claim 19, wherein said generating comprises:
providing an optimization results template, for supplying the user with scenario results corresponding to the optimization scenario, wherein the scenario results include selected ones of the potential promotion events and selected ones of the potential supplier offers.
32. (Cancelled)
33. (Cancelled)
34. (Cancelled)
35. (Cancelled)